THE INDEX OF SPONSORED FILMS

☆ This reader's reference guide covers motion picture and slidefilm programs reviewed in Volume Twenty-Three, 1962 issues of BUSINESS SCREEN. The issue number and page on which a case history or feature article appeared are shown for each of the sponsors and film titles below. Sound slidefilms are indicated by "ssf." following title.

SPONSOR	FILM TITLE	Issue No.	Page
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ABC International	*ABC Worldvision — Your Passport to the Future*	7	50
Aetna Life Affiliated Companies	*Fun'N Fathoms . . .*	5	40
Air Transport Association	*Mr. Withers Stops the Clock*	6	6
Alitalia Airlines	*First Impressions*	2	52
American Airlines	*Flight Operations:* Untitled and *Mexico Impressions*	8	35
American Airlines; United Aircraft Corporation	*The 707 Astrojet*	2	41
American Cancer Society	*Breast Self-Examination*	6	55
American Crayon Company	*The Purple Turtle*	2	41
American Cyanamid Company	*Modern Mosquito Control*	3	42
American Cyanamid/Lederle	*Read My Arm*	8	58
American Dairy Association	*The Time of Our Lives*	8	51
American Dental Association	*Laurie Learns a Secret*	1	86
American Machine & Foundry Company	*The Magic Hands of AMF*	1	87
American Medical Association	*I Am a Doctor*	1	86
	The Return of Horsehide Hooper	5	46
American Mutual Liability Insurance Company	*Protection for People*	8	51
American Oil Company	*Happy Holidays . . . In the Land of Lincoln; To Your Health*	2 3	47 54
American Red Cross	*Ice Rescue; Tornado Disaster Action*	6 3	41 55
American Telephone & Telegraph Company (also see Bell System)	*Anatomy of An Accident*	1	86
	An Answer for Linda	1	88
Armour and Company	*The Role of Nursing in Infection Control*	2	43
Associated Business Publications	*Action By Plan*	3	43
Association of National Advertisers	*This Is Advertising*	1	74
Atomic Energy Commission	*Atoms for Peace*	3	25
Atomic Energy of Canada	*Radiation*	8	52
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Baker Perkins Jaxons Ltd.	*Setting the Pace*	8	46
Baskin-Robbins	*Welcome Aboard*	3	56
Bausch & Lomb, Inc.	*For Eyes to See*	2	52
Bell Telephone System (also see AT&T)	*About Time; Short Term Visual*	1	63
	Memory; Domain and Hysteresis in Ferromagnetic Materials	1	68
	TASI, the Time Machine; Wire for Sound; Krystallos	6	56
	Her City	7	51
Better Business Bureaus, Inc.	*Too Good To Be True*	1	188
Boeing Company	*Journey to the Stars*	1	87
Bonanza Air Lines	*Bonanzaland*	8	40
British Petroleum	*Cattle Carriers*	4	19
Bucyrus-Erie Company	Safety Film Series: Campaign	8	43
Bureau of Advertising, American Newspaper Publishers Association	*Newspaper*	5	40
Bureau of National Affairs, Incorporated	*Cash on the Barrel Head*	1	46
Butler Manufacturing Co.	*Shipping Containers on Wheels*	1	195
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Canadian Dept. of Mines	*Nation Builders*	3	54
Campbell Soup Company	*The Ballad of Soup du Jour*	8	40
Carborundum Company	*The Wider View*	8	48
	Introduction to Analog Computers; Balloon-Borne Radiation Spectrometer; XeF4	8	50
Century Record Mfg. Co.	*Sounds of Your Century*, ssf.	4	49
Chase Manhattan Bank	*Window on the World*	8	36
Coca-Cola Company, The	*Pitching*	4	48
Committee on Tool Producers, American Iron & Steel Institute	*Made to Make It*	7	58
Consolidated Natural Gas System	*This Wonderful Age*	3	38
Convair-Astronautics, div. of General Dynamics	*Locked On*	1	88
Copley Newspapers	*What Greater Challenge*	5	45
Council of Calif. Growers	*Horizon*	8	28
Crown Zellerbach Canada Limited	*Canadian Portrait*	7	52
Curtis Publishing Corp.	*The Egg and You*	4	34
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DeVlieg Machine Company	*A Visit to Fair Street*	3	56
Dodge Div., Chrysler Corp.	*Wheel of Dodge*	1	86
Dow Corning Corporation	*Modern Living With Silicones*	4	48
E. I. DuPont de Nemours & Company, Inc.	*Urethane Foam: The Heart of Comfort*	3	41
	Unseen Harvesters	1	87
	Unique 8mm Silent Sales Training Series for Retailers	8	38
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Eastman Chemical Products, Incorporated	*Eastman 910 Adhesive*	1	87
Eastman Kodak Company	*Camera in Thailand*	4	33
	Focus on Fitness	2	52
Eddy Company, The E. B.	*Quality of a Nation*	2	48
Educational Testing Service	*Facing the Test*	6	38
Electric Council of New England	*Cause Undetermined*	1	86
Elektra Film Studios	*Genesis*	4	24
European Economic Community	*Europa*	6	12
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Family Circle Magazine	*The Good Ol' Days*	6	55
Farley's Infant Foods, Ltd.	*To Janet A Son*	6	29
Farm Journal, The	*The Nature of Things*	6	54
Federal Aviation Agency	*Flight*	3	21
	One Eye on the Instruments	8	37
Fiat of Italy	*Italia*	6	30
Firestone Tire & Rubber Co.	*He Didn't Have Time*	1	87
Ford Motor Company	*The Lively Ones*	2	37
	Salesmanship — A Rewarding Career	1	90
Forest Industries of Washington	*A Tale of Two Planets*	1	88
Formica Corporation	*Adventures In Home Decor*	1	70
Fortune Magazine	*The Computer Comes to Marketing*	1	90
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General Dynamics/Pomona	*The Casa Colina Story*	8	43
General Motors Corporation	*Guardian Maintenance Works Both Ways*	1	86
	We Drivers	4	34
	The Safest Township Anywhere.	8	35
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Hawaii Visitors Bureau	*Hawaii Was Never Easier to Sell*	1	191
Health Insurance Institute	*Dialogue With Life*	2	43
H. J. Heinz Company	*Focus on Food*	8	46
Hercules Powder Company	*Out of This World*	3	42
Hitachi, Ltd.	*Happy Children of Japan*	4	50
Household Finance Corp.	*Your World and Money*	7	58
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Ideal Toy Corporation	*Si, Amigos, There Is a Santa Claus*	5	52
Industrial Education Film Library	*10 Steps to Increased Reading Capacity*, ssf.	2	50
Illinois Bar Association	*A Stitch in Time*	1	87
Illinois Bell Telephone	*Appointment with Tomorrow*	3	56
Institute of Insurance Marketing Southern Methodist University	*Human Life Values*	1	194
Institute of Life Insurance	*The Institute Story . . . a Down to Earth Report*	1	90
Insurance Information Office of Connecticut	*Now You See It*	1	63
Internal Revenue Service	*Since the Beginning of Time*	1	48
Int'l Association of Blue Print and Allied Indus.	*Blue Print for Action*	8	61
International Business Machines Corp.	*The Question Tree*	1	190
International Flower Show	*Flowers in Wonderland*	8	60
International Paper Co.	*Profits in the Bag*	1	195
International Pipe and Ceramics Corporation	*100 Miles to Atoka*	8	60
International Shoe Company	*The Story of Children's Shoes*, ssf.	1	66
Inter Varsity Christian Fellowship	*Inter Varsity On Campus*	3	52
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Johnson & Johnson	*Take Time for Your Teeth*	1	86
Jones & Laughlin Steel Corp.	*Steel by Stopwatch*	6	118
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Kentucky Dept. of Public Information	*Vacation Wonderland; The Sun Shines Bright; Lure of Fishing*	2	46
Kentucky Division of Industrial Promotion	*Invitation to Kentucky*	2	47
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Langston Co., The Samuel M.	*The Langston Die-Cutting Story*	5	52
Lever Brothers Company	*Million Dollar Merchandising*	1	90
Lockheed-California Co.	*The Data Seekers*	2	50
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Masonite Corporation, The	*The Incredible Shrinking House*	3	38
McGraw-Hill Book Company	*A Tour of the White House with Mrs. John F. Kennedy*	3	25
McGraw-Hill Publishing Company, Inc.	*How To Cut Your Reading Time*	2	50
Miller Brewing Company	1961 *Pro Football Review*	2	52

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National Aeronautical & Space Administration	*The Echo A-12 Vertical Tests*	6	33
	The Mastery of Space	2	11
	Your Share in Space	6	36
National Bureau of Standards	*Dental Roentgenographic Film: Characteristics and Use in Radiation Hygiene*	2	52
National Council of Churches of Christ	*Moment to Act*	1	76
National Council of the Episcopal Church	*The Refugee Story*	7	22
National Education Assn.	*Emma Belle Sweet*	5	16
National Film Board of Canada	*Poisons, Pests and People*	7	58
National Machine Tool Builders Association	*One Hoe for Kalabo*	1	88
National Science Foundation	*Experiment in Progress*	6	34
National Tuberculosis Assn.	*Anatomy of a Disease*	5	57
National Vitamin Foundation	*Vitamins and Your Health*	2	42
National Women's Christian Temperance Union	*Theobald Faces the Facts*	1	86
New England Mutual Life Insurance Company	*Assignment America*	4	8
New York Dept. of Sanitation	*Have Litter, Will Travel*	3	12
New York Stock Exchange	*The Lady and the Stock Exchange*	8	39
New York Telephone Co.	*All About New York*	1	87
New York World's Fair 1964-65	*Preview, New York World's Fair 1964-65*	7	6
North Dakota Wheat Commission	*Durum — the Standard of Quality*	3	20
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Ohio Oil Company	*Libya Ahead*	1	90
Ohio Valley Water Sanitation Commission	*Crisis on the Kanawha*	7	22
Organization for Economic Co-Operation & Development	*Sardinian Project*	6	33
Orleans, Sam, & Associates	*The Sixth Wheel*	3	52
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Panama Canal Company, The	*The Panama Canal*	5	39
Pan American World Airways	*Strangers In Paradise*	5	41
	Don't Hesitate to Ask	8	37
Paramount Pictures	*The Journey*	6	36
Peace Corps, The	*The Peace Corps*	8	26
Phelps Dodge Corporation	*Copper — The Oldest Metal*	4	35
Phillips Petroleum Co.	*People Afloat*	3	22
	If You Ask Me	1	86
Pittsburgh Plate Glass Co.	*An Architect At Work*	6	117
Planned Parenthood Federation of America	*The Costly Crowd*	4	44
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Radio Corporation of America	*Tiros — Weather Satellite*	1	88
Remington Rand Division of Sperry Rand Corp.	*The Remarkable Remingtons*, ssf.	1	196
Renault, Incorporated	*Prospecting By Phone*, ssf.	3	34
Rockefeller Foundation, The	*Harvest*	5	39
Rocketdyne Division of North American Aviation Corporation; and I B M	*Data Processing at Rocketdyne*	5	57
Roundtable Productions	*Overcoming Resistance to Change*	1	78
Royal McBee Corporation	*What Makes A Woman*	1	92
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Sandhill Cattle Association	*God's Own Cow Country*	5	46
Sanforized Division of Cluett, Peabody & Co; and Boys' Apparel & Accessories Mfgr's Association	*There Is Nothing Like a Boy*	3	56
Saturn Productions, Inc.	*Don Carter Bowling Tips*	6	42
Schering Corporation	*Arytenoidectomy for Cricoarytenoid Arthritis*	1	66
	Medifilm Report IV	8	52
	No Man Is a Stranger	4	44
	Veterinary Experience with Griseofulvin	6	27
Schlumberger, Limited	*Search Into Darkness*	4	35
Sears, Roebuck & Company	*Batting with Ted Williams*	1	62
	Lawn Beautiful	7	58
Shatterproof Glass Corp.	*Insurance Gets A Break*	4	48
Shell Oil Company	*Top of a Continent*	1	78
Smith, Kline & French Laboratories; and A M A	*M. D. USA*	2	53
Social Security Administration	*The Social Security Story*	3	24
Southern Gas Association	*A New Look at Schools*	1	87
Standard Oil of California	*Make Incentive Pay; Open Your Eyes to Profit; There's No Business Like More Business*	3	54
Strauss, Henry, & Co., Inc.	*More Than Words*	1	88
Swedish Film Center	*Souvenirs From Sweden*	7	16
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Texaco Incorporated	*Are We Kidding Ourselves?*	7	51
Texas Insurance Advisory Association	*Texas Town Inspection*	1	62
Trailways Eastern Group	*Willie What's-the-use Takes A Trip*	3	24
Trans World Airlines	*Superjet to Europe*	6	42
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Union Carbide	*Method for Miracles*	6	54
Union Carbide Int'l Corp.	*The World of Sevin*	4	34
United Airlines	*Office in the Sky*	1	86
United Church of Christ	*Tomorrow?*	3	55
United Giver's Fund of Washington	*Angels In Disguise*	7	24
United States Air Force	*Breaking the Language Barrier*	2	24
	Catch a Falling Star	8	22
United States Brewers Assn.	*Brewer's Heritage*	2	50
United States Dept. of Defense	*The Eagle's Talon*	1	44
	Protection Factor 100	3	20
	The Road to the Wall	5	24
United States Office of Education	*A Probing Mind*	2	26
United States Dept. of Health, Education & Welfare	*To Live Again*	4	26
United States Information Agency	*Progress for Freedom*	5	57
	Progress of the American Negro	6	34
United States Public Health Service	*Working Together*	3	54
U.S. Rubber Company, Naugatuck Chemical Div.	*Case of the Fantastic Plastic*	8	52
United States Steel	*Pithole, USA*	3	37
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Vidmar, Incorporated	*Efficient Industrial Storage*	7	52
Volkswagen of America, Inc.	*A Time Like This*	3	52
	The Right Hand of Plenty	8	36
Wallace Laboratories, a div. of Carter Products, Inc.	*CAPLA*	2	43
Washington Gas Light Co.	*Pipeline to Tomorrow*	5	48
Welfare Planning Council, Los Angeles Region	*Design for Action*, ssf.	1	196
Western Electric Co.	*A Voice for Mercury*	1	86
	Tyranny of Large Numbers	8	59
Yawata Iron & Steel Company	*Creation of New Wealth*	3	34
Yosemite Park & Curry Co.	*Yosemite Is My Home*	4	45

Wakefield Fisheries Film Portrays Alaska Crab Catch

Adaq, King of Alaskan Seas, 28 minutes, sound, color, sponsored by Wakefield Fisheries.

☆ A saga of seafaring pioneers on the west coast of Alaska is chronicled in this film produced for Wakefield Fisheries, catcher and packer of Alaska king crab.

Lowell Thomas, Jr., himself a resident of the 49th state, narrates the film. Depicted is the work of men in small boats who fight vicious seas to catch the king crab in Alaska's only year-round fishery. The film also reports on life in the Aleutian fringes of Alaska separated from Siberia less by culture than by a few miles of cold sea. The camera witnesses a Russian Orthodox wedding, visits schools and homes in the Kodiak area. Ancient music of the Aleut people serves as background for the commentary.

The film also takes the viewer aboard the processing vessel, where the giant king crabs — some six feet from claw to claw — are processed and frozen.

Available for showing to civic, social and youth groups from Wakefield Fisheries, Inc., Port Wakefield, Alaska; from Modern Talking Picture Service, Inc., 3 East 45th Street, New York 22, N. Y., or any of the 30 Modern Film Libraries located in principal cities throughout the United States.

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Space Guidance Film Tells About Stabilizing Gyro

The AB-5 Gas Bearing Stabilizing Gyro, two training films, 16mm color, sponsored by the Eclipse-Pioneer division of the Bendix Corporation.

☆ This all-important gyro, which is the title and main subject of the film, is used as a sensing element in rocket and space vehicle flight guidance systems.

Bendix sponsored the films for the George C. Marshall Space Flight Center of the National Aeronautics and Space Administration. There is a 10½ minute version to be used by NASA and a 14 minute version for Bendix's Eclipse-Pioneer division.

Produced by Victor Kayfetz Productions, the films deal with the manufacture, assembly, testing and operation of a key component in systems that guide space vehicles and missiles to their targets.